



Banana Boat® Sun Care Launches New SunComfort™ Lotion Sunscreen Providing You and Your Family the Most Comfortable Experience under the Sun

Banana Boat® brand expands SunComfort™ portfolio with launch of NEW SunComfort™ Lotion Sunscreen with the unique added benefit of helping sand to easily brush off!

SHELTON, Conn. (April 6, 2016) – [Edgewell Personal Care](#) (EPC), the makers of [Banana Boat®](#) brand sunscreen, announced today the availability of new [SunComfort™ Lotion Sunscreen](#) in mass, grocery and drug retailers nationwide. The addition of Banana Boat® SunComfort™ Lotion Sunscreen completes its SunComfort™ portfolio line by providing safe and effective SPF protection, water-resistance (up to 80 minutes) and added benefits – with the unique feature of allowing sand to easily brush off skin.

“As an active mom of three very busy children, I know it can be challenging to remember to apply and reapply sunscreen when you’re running around and planning for your day; however, as a dermatologist, I know the importance of being safe when you’re in the sun,” said Dr. Julie Karen¹, NYC-based board certified dermatologist and consultant to EPC. “I recommend my patients use a broad spectrum UVA/UVB sunscreen with SPF 30 or above. I’m most excited about the new Banana Boat® SunComfort™ Lotion Sunscreen – it not only provides powerful broad spectrum coverage in a water resistant formula, it also keeps skin moisturized while helping sand easily brush off skin – benefits any mom will love for her family so they can play at the beach!”

SunComfort™ Lotion Sunscreen is tested to stay on in seven real life conditions – sun, pool water, ocean water, wind, sweat, sand and extreme heat up to 100 degrees – to provide safe and effective sun protection. SunComfort™ Lotion Sunscreen is available in SPF 30 and 50+.

“We know that everyone has different application preferences, which is why we’re excited to extend the SunComfort™ portfolio to now include a lotion, providing moms a complete application regimen for applying and reapplying,” said Tracy Garbowski, Senior Brand Manager of Banana Boat® brand sunscreens. “We believe that you should never stop playing and that fun can happen anytime, anywhere, which is why we’re proud to manufacture products that feel great on skin while protecting from the sun, and stay on in seven real-life conditions. Banana Boat’s new SunComfort™ Lotion Sunscreen is a great example of this – it provides broad spectrum UVA/UVB protection and water resistance, but also allows sand to easily brush off and moisturizes to relieve dryness caused by the sun, chlorine and salt water.”

The most comfortable line of sun protection yet, new SunComfort™ Lotion Sunscreen goes beyond sun protection and is great for everyday use as it is lightweight and moisturizes. This new formula allows

sand to easily brush off and protects skin against dryness caused by sun, chlorine and salt water so even when you're outside all day long you can feel confident that Banana Boat® has you covered.

For more information about Banana Boat® sun care products, please visit <http://www.bananaboat.com> or <http://www.facebook.com/BananaBoatBrand>.

About Banana Boat Brand

The Banana Boat® brand offers a wide range of product options that provide today's busy family with sun protection without worry when used and reapplied as directed, so the fun can go on. The advanced technology in Banana Boat® sunscreen products provides effective broad spectrum UVA and UVB protection that won't break down in the sun like ordinary sunscreens. Banana Boat® sunscreens have undergone testing in seven conditions² – sun, pool water, ocean water, wind, sweat, sand and extreme heat up to 100 degrees – to provide safe and effective sun protection against UVA and UVB rays. Certain Banana Boat® products have carried The Skin Cancer Foundation's Seal of Recommendation for almost two decades.

About Edgewell Personal Care™

Edgewell Personal Care (NYSE:EPC) manufactures and markets a diverse range of personal care products in the wet shave, skin care, feminine care and infant care categories with well-established brand name products such as Schick® and Wilkinson Sword® men's and women's shaving systems and disposable razors; Edge® and Skintimate® shave preparations; Playtex®, Stayfree®, Carefree® and o.b.® feminine care products; Banana Boat® and Hawaiian Tropic® sun care products; Playtex® infant care products and gloves; Diaper Genie® and Litter Genie® disposal systems; and Wet Ones® moist wipes. ©2016 Edgewell. The Playtex® trademark is used under license.

¹Dr. Julie Karen is a paid sponsor of Edgewell Personal Care.

²Seven conditions does not apply to tanning or oil products, SPF 100 lotions, lip balms, Kids FREE and Zinc Faces.

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